



Events Crew 2017/18



What is UASUevents?

UASUevents is the organization associated with the Students' Union's Programming & Venues Department that is responsible for the development, planning, and execution of all major student events. UASUevents is designed to organize events that provide an opportunity for all students to get involved with campus life. In recent years, UASUevents has struggled with lower than usual registration and attendance at events. There is a capacity for staff and students to work together to put on larger, more successful events.

The Events Crew

The Events Crew has taken many forms over the years, but it's purpose has remained the same: Promote and host the biggest, most successful events on campus.

This year, the team will be composed of approximately 30 events crew members, as well as 2 media directors, who will help promote and execute overall aspects of Student Events for the year. While the crew will have their own tasks to complete throughout the months, as a whole the team will provide input and organize all of the major student events. All members will consistently meet and engage with staff to provide feedback and insight to future events.

NEW EVENT!

One of the primary tasks of the Events Crew is to create and develop a new SU Event for students to take place on March 16th, 2018. Much of this planning has already taken place over Summer 2017. As of now, the team has decided to host an event based on a "Students' Day Off. There is still a lot of thought and discussion that needs to take place before the event details are finalized. However, the following responsibilities are still in place for the team:

Event Facilitators will be expected to:

Generate and integrate creative ideas that translate into positive experiences for stakeholders

Apply event management strategies and industry processes required to properly execute a major event

Develop a dynamic, integrated, wide-reaching marketing communication strategy specific to the event

Draft a budget proposal for the event

Meet regularly with staff to discuss problems, questions, and possible complications, as well as to ensure the event is in alignment with Students' Union best practices.

Create a reverse timeline outlining all necessary procedures and preparations for the event.



Events Facilitators

Events Crew members serve as the senior level volunteers with UASUevents. You will work closely with experienced event planners and managers to ensure you have the necessary skills to host successful events on campus. Members will be a primary voice in Student Events, and will be responsible for outreach, marketing, and execution of all major UASU events. Events Crew members should be driven, engaged, and interested in all aspects of event management. The Events Crew will meet throughout the school year to bring all of campus an amazing lineup of events for the 2017/18 academic year.

Specific Breakdown - Events Facilitators

Attend Monthly Meetings: ~2 hours (22 Hours total)

Week of Welcome: (~15 hours)

Promote events for the year

Generate hype and excitement for student life and events.

AntiFreeze: (~30 hours)

Run a marketing campaign

a) Promotional materials, social media, direct engagement

Plan events

Prepare the events materials

Run AntiFreeze

Campus Cup: (~30 hours)

Run a marketing campaign

a) Promotional materials, social media, direct engagement

Run Campus Cup Headquarters & Registration

Prepare the gym materials

Run Campus Cup

Students’ Union Christmas Party for Kids: (~12 hours)

Recruit volunteers

Run an abbreviated marketing campaign

Prepare the event materials

Run SUCPK

Monthly Events: ~5 hours per month (40 hours)

Promoting and attending: Movie night, SUBstage Sessions, SUBstage Showcase.

Team Planned Event: (~30 hours)

Plan and design a new event

Recruit Volunteers

Run a marketing campaign

Execute the event

Year End Event: (~10 hours)

Run a marketing campaign

Assist in the execution of the Year End Event

Volunteer Recruitment: (~10 hours)

Promote and recruit volunteers for the following year

Summer Retreat: 3 days total in Summer 2017 (~60 hours)

Fully funded retreat by staff

Professional training in Events planning, management, communications, outreach, and operations

Total Expected Time Commitment (Entire Term):

~250 hours

Total Expected Time Commitment (Academic Year):

~180 hours

All Event Facilitators will receive:

1) Personalized Events Jackets

2) VIP Entrance and free admission to major events (WOW Mainstage, Block Party, Year End Bash, RATTio, Singer Song-writer Showcase)

3) Discount cards at SU Businesses (L’express, Daily Grind, Undergrind, SUBprint)

4) Monthly coffee card at Daily Grind & Undergrind for 10 coffees.

5) Personalized SU Email addresses and business cards



How to get involved?

We are accepting applications for 2017/18 Events Facilitators now! Applicants should be aware that this is not an easy job, but an incredibly rewarding one. Facilitators will walk away from this volunteer experience with the necessary skills to independently host and manage large scale events. All facilitators will partake in significant preparations and promotions work to ensure the successful integration of all events, new and old, into the campus community. Due to the risk of internal bias affecting competition results, Facilitators will be unable to participate in Anti-Freeze or Campus Cup 2017/18.

Applications are due **Friday September 29th, 2017 @11:59PM**

If you have any questions about becoming an events facilitator for 2017/18, feel free to email the Student Promotional Coordinator at volunteers@su.ualberta.ca, call at (780) 492-1480, or drop by our office at SUB 2-900.

Becoming an Events Facilitator is a serious time commitment. If you don't think you're ready, but still want to be a part of Student Events, applications for the Events Crew will re-open in March 2018. Alternatively, consider applying to be a part of the Week of Welcome program in February 2018!

